



We have marched them in—and chained them unresisting to their school seats!

How many years is your child losing at school?

THE doors of thousands of school houses all over the United States have swung open. Massive grey buildings, with rigid school seats. Bare class rooms. The repressing atmosphere of enforced silence. Into these we have massed some 29,000,000 boys and girls.

Their most absorbing interests have been left behind. Their games, their hammer and saw, the tinkering with some bit of machinery—all the play that would have made them strong—taught them sportsmanship and co-operation—

Why cannot we bring this life into our schools instead of shutting it out?

Even our business men complain!

FATHERS are dimly aware that something is wrong. Mothers have known when their children were not healthy and happy. Teachers long for a less rigid school system.

Even our business and professional men complain. Our boys are not coming through high school and college fitted to meet the increasingly complicated world they have to cope with.

What is coming out of all this groping discontent?

PICTORIAL REVIEW believes that the coming year of restlessness and new adjustments will be crucial in the history of the child.

A few of our cities are already tearing down the old education. They lead the revolution that is to make our schools a center of envy for the whole world. From China, England, Canada, Scandinavia, Russia famous educators are sent to study the first great public schools made really for children.

ASTOUNDING experiments are being tried in certain small schools. Everyone asks "Will our children be as wise at twelve as we were at twenty?"

Women from every state in the Union are demanding this new knowledge that is to be of such tremendous importance to our children.

What woman's magazine is meeting alertly this demand of theirs?

NINE months ago, Pictorial Review started its campaign for childhood with a ringing statement of the crisis in our public schools. It followed with keen support to the demand for Federal aid for schools. It championed valiantly the rights of teachers.

It has worked steadily and actively for many other revaluations of the place of the child in our new civilization.

In the current issue, it takes up another aspect of its campaign for more vigor in our schools, by asking that organized play be introduced into school life.

And it will continue to bring vividly to parents all that is being learned and done in this new and exhilarating field of child psychology and education.

Pioneering that has won the allegiance of over 2,000,000 women

ONLY the solid worth of this sort of pioneering—its deep significance—can explain the place Pictorial Review has in the life of American women.

Year after year, month after month, the magazine has grown. In addition to newsstand sales, Pictorial Review received, during the month of June, 91,130 yearly subscriptions. During July, only 30 less than 100,000 yearly subscriptions. During August, 109,258.

Until today, at a price* exceeding that of its major competitor, it finds it necessary to print 2,100,000 copies of its October, 1921, issue.

* Pictorial Review, 25 cents a copy.
* Ladies' Home Journal, 15 cents a copy.

No mistakes in spelling from these boys

At ten or twelve the boys in a school in Indiana are actually editing and printing a four-page newspaper. How many boys from our old type of school can write a simple letter without mistakes in spelling?

Thousands of children are killed yearly in our city streets

Play as a regular part of their school life would save these children's lives. Do you know whether your boy and girl are getting this in their school?

Smart enough to build a small city

At Teachers' College, in New York, the children get a training that explains the life around them. They make and organize a town with telephone, mail and police service, a bank to coin money, and schemes for keeping the cash in circulation. They build and repair the little houses, and make wagons, furniture for the houses, or stock for the stores.

Does your boy hate history?

But just suppose his school let him write and act it for himself! The Francis Parker School, in Chicago, has been teaching history this way to children.

Spelling books and sums don't teach nearly as fast as this

In a school in Indianapolis, little children set up a school shop, chose pupils as clerk, shoe maker and family going to buy shoes. English and Arithmetic were taught in this way.

Tinkering with an automobile is a whole scientific training

What boy or girl would not learn better this way than out of a book? What child has a chance to understand the telephone and other inventions he uses daily?

What do girls know about the clothes on their own backs?

Our grandmothers used to spin and weave. In a Missouri school, children get a present-day knowledge of food and clothing by seeing how these things are actually produced in our factories.

PICTORIAL REVIEW

2,100,000 COPIES OF THE OCTOBER ISSUE HAVE BEEN PRINTED